

## EVENT SPONSORSHIP POLICY

Version: 1

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### 1.1 Objectives:

This policy provides the framework for the management of Ipswich City Council's Event Sponsorship Program to attract, establish or sustain events which enhance the city's economic and/or cultural outcomes.

### 1.2 Regulatory Authority:

- *Local Government Act 2009*
- *Local Government Regulations 2012*
- Ipswich City Council Long Term Community Plan (i2031)
- Ipswich City Council Corporate Plan 2017 - 2022

### 1.3 Policy Statement:

The policy aims to:

- Provide a framework for determining when Ipswich City Council will enter into sponsorship arrangements.
- Support the sustainable development of vibrant, creative and innovative events that enhance the city's economic and cultural outcomes
- Ensure that a fair and transparent process is used in the allocation of event sponsorship funds.

### 1.4 Scope:

This policy applies to all requests for event sponsorship directed to Ipswich City Council.

#### Principles

The following five key principles are to be applied when determining sponsorship arrangements in accordance with this policy:

#### Community Benefit

All event sponsorship activities must provide economic and/or cultural benefit to the community. Prior to entering into sponsorship arrangements, an analysis of community benefit should be undertaken.

#### Alignment

All event sponsorship arrangements must align with Council's aspirations, legislative requirements, priorities, strategic direction, and vision as documented in Council's Corporate Plan, and be consistent with Council's policies including the Councillor Code of Conduct and the Employee Code of Conduct.

### **Risk Management**

Potential risks to Council will be assessed prior to entering into event sponsorship arrangements. Some examples of the inherent risks in providing or receiving sponsorship commonly include the following:

- Conflicts of interest (actual or perceived)
- Reputational risk to Council
- Direct or indirect personal benefits received by Councillors or Council officers
- Perceptions of being influenced by the sponsor/sponsorship recipient
- Perceptions of endorsing the sponsor/sponsorship recipient's products/services

### **Open, accountable decision-making and financial management**

Event sponsorship will be sought and provided using transparent processes. All event sponsorship arrangements will be assessed in line with the *Local Government Act 2009* and *Local Government Regulations 2012* and Council's financial policies and guidelines.

In the negotiation of event sponsorship and arrangements the commercial value of the arrangement must be clearly identified and acknowledged.

### **Entrepreneurship and revenue raising**

Event sponsorship applications should demonstrate a plan for the ongoing financial sustainability and potential scalability of the event.

### **Available Funding**

The Event Sponsorship Program has two categories:

Category	Purpose	Available Funding
Category 1	Standard level of sponsorship for an event which can demonstrate economic or cultural outcomes.	\$1 - \$15,000
Category 2	Significant level of sponsorship for an event which can demonstrate a high level of economic or cultural outcomes	\$15,001 or over

### **Resources**

Resources available for event sponsorship will be planned in accordance with Council's corporate planning, annual budget and operational planning processes.

### **General eligibility**

To be eligible for event sponsorship all applicants must:

- Deliver the event within the local government area;
- Articulate the economic and/or cultural benefits
- Demonstrate adequate consideration of any community or environmental;
- Provide recognition of Ipswich City Council;
- Be a registered organisation with an ABN (or ACN) or a Not-for-Profit organisation.  
Council will not fund individuals;

- Have satisfactorily accounted to Council for the expenditure of any previous Council sponsorships or other Council funding (as required);
- Have no outstanding debts of any kind with Ipswich City Council;
- Hold an appropriate public liability insurance policy to cover staff, members and general public as appropriate;
- Demonstrate that the sponsorship will be used for a purpose in the public interest and in accordance with this policy;
- Demonstrate they are capable of delivering the proposed event;
- The applicant must be capable of obtaining all regulatory approvals for the Event;
- Be financially viable;
- Demonstrate commitment and initiatives taken by their organisation to improve environmental performance.

## **Exclusions**

The following will not be funded:

- Applications from individuals;
- Activities, events or programs occurring outside the City of Ipswich;
- Activities or events that directly contravene existing Council policy;
- Activities with safety and/or environmental hazards;
- Requests seeking reimbursement for funds already spent;
- General fundraising activities (unless it can be demonstrated that there is significant benefit for the city and community and it strongly aligns with the policy principles);
- Requests associated with an organisations operational expenses including insurances.

## **Application**

All applications shall be considered on their merits, taking into account the guidelines of this Policy, the circumstances of each case, and the availability of funds in Council's budget.

## **Assessment Process**

An Applicant Guidelines document will be available each year and this document will outline the assessment criteria and process that will be used to assess applications. The assessment process will also be supported by an internal procedure document.

## **Terms and Conditions That Apply to Successful Applicants**

All successful applicants will receive the approved funding from Council subject to the terms and conditions which are outlined in the Applicant Guidelines document.

## **Expected event sponsorship outcomes**

Ipswich City Council expects that Initiatives for which a sponsorship is provided will have measureable social, cultural and community outcomes. Examples of measureable outcomes are detailed in the Applicant Guidelines document.

## **Council Acceptance of tickets/hospitality**

Where an event is sponsored by Council, it will be deemed acceptable for tickets and/or hospitality to be accepted as part of and documented in the sponsorship agreement.

Tickets will be limited to those deemed appropriate for business purposes e.g. Mayor/councillor

representation may be required for presentation/trophy purposes; officer representation may be required for sponsorship assessment/reporting purposes; tickets may be offered to other businesses/groups for education purposes.

In such cases where Council manages a corporate facility at a sponsored event, ticket and hospitality will again be limited to where deemed appropriate for business purposes.

All tickets will be recorded in council's Entertainment Register.

## **Acquittal Report**

To ensure appropriate accountability for the use of event sponsorship, all event sponsorships require an evaluation report and financial acquittal, outlining the use of the event sponsorship (including proof of expenditure) and the achieved outcomes of the event.

### **1.5 Roles and responsibilities:**

Event sponsorship approvals, commensurate with the significance of the event sponsorship, are managed as follows:

- Category 1 event sponsorships \$1 - \$15,000 in value, exclusive of GST, will require approval of the Chief Operating Officer, Economic Development and Marketing.
- Category 2 event sponsorships greater than \$15,001 exclusive of GST will require Council resolution.

Event sponsorship contracts are to be signed in line with the Delegations of Authority within Ipswich City Council.

### **1.6 Definitions:**

<b>Acquittal</b>	The process by which a recipient demonstrates in writing to Council that it has expended the funds in accordance with the terms and conditions of the funding agreement on completion of the event. The acquittal process, when conducted correctly, demonstrates that these monies were being used efficiently, effectively or that the community is getting value for money.
<b>Auspice</b>	An organisation that takes responsibility for ensuring funds are used as specified in the sponsorship allocation. An auspicing organisation will be responsible for: <ul style="list-style-type: none"> <li>• Signing off on the funding agreement;</li> <li>• The receipt, banking and administration of all monies;</li> <li>• Project monitoring and completion;</li> <li>• Ensuring the applicant acquits the funding on time; and</li> <li>• Sign off on the acquittal form.</li> </ul>
<b>Council</b>	Refers to Ipswich City Council
<b>Event Sponsorship</b>	A business transaction in which Council provides a financial contribution to support an event, in return for negotiated commercial benefits to the City.
<b>Event</b>	An organised and themed event designed to attract a public audience.
<b>Sponsorship Agreement</b>	The agreement entered into by Council and an applicant whose application for event sponsorship has been successful.

**1.7 Policy Author:**

The Chief Operating Officer (Economic Development and Marketing) is responsible for reviewing this policy.

**Date of Council Resolution:** 16 April 2019

**Committee Reference and Date:** Economic Development Committee No. 2019(04) of 9 April 2019

**No of resolution:** 3

**Date to be reviewed:** 16 April 2021